

What is claimed is:

1. A method of supplementing the materials of various passages of different printed book descriptive materials during a reader's reading of the same, with visual supplemental materials, and optionally with audio, correspondingly specifically related to and/or expanding upon the specific subject matter of the various passages of printed descriptive materials, that comprises, electronically storing on tracks of a recorded storage medium pluralities of such visual supplemental information, each so related specifically to the subject matter of different corresponding passages of the printed descriptive material in the book, and provided with accessing coding specific to each such track of the medium; printing or otherwise applying and displaying on the pages of the book alongside each of the various descriptive material passages, an electronically readable code indicia corresponding specifically to that coded track of the medium containing the recorded specific visual/audio supplemental material related to the corresponding specific printed descriptive material passage; providing an electronic wand for remotely selectively accessing the respective tracks of a medium player available to the book reader, and controlling the visual/audio playing of the same for displaying/reproducing to the reader said supplemental visual information recorded on the respective tracks; and further providing to the book reader an electronic reader of said coded indicia, adapted to actuate the electronic wand to playback respective coded tracks of the medium in the player in accordance with the book reader applying the electronic indicia reader to the respective code indicia in the book, thereby to enable the book reader, contemporaneously with reading, to watch/listen to the played-back visual/audio supplemental material and while, if desired, continuing the facility for simultaneously re-

reading the corresponding printed passage in the book during, before or after such playback.

2. The method of claim 1 wherein the electronically readable code indicia are applied in the book to the unprinted margins or spaces of the book pages near the corresponding printed passages.
3. The method of claim 1 wherein the book reader's application of the electronic code indicia reader to a selected book coded indicia, automatically also actuates the wand in turn to actuate the player to select and play the respective recorded track on the medium corresponding to the book reader's selected book indicia.
4. The method of claim 1 wherein the electronic reader is a portable hand-held miniaturized element in wired, remote or wireless communication with the wand, and the wand is in wired, remote or wireless communication with the player.
5. The method of claim 1 wherein the electronic reader and wand are integrally packaged.
6. The method of claim 1 wherein at least the electronic reader is provided with the book.
7. The method of claim 1 wherein the coded indicia comprise barcode.
8. A method of supplementing the material of various passages on pages of descriptive written materials with corresponding visual and/or audio supplemental materials specifically and respectively related to and/or expanding upon the subject matter of said passages, that comprises, recording for playback on a player such supplemental materials and in respective subject-matter coded tracks; placing on the pages, coded indicia corresponding to said coded tracks of the supplemental recorded

materials and near the regions of the respective corresponding subject-matter written passages; and electronically reading the indicia at the selected passages, automatically to actuate the playback of the player of the supplemental recorded material tracks corresponding to the respective selected written passages.

9. Apparatus for supplementing the materials of various passages of different printed book descriptive materials during a reader's reading of the same, with visual supplemental materials, optionally with audio, correspondingly specifically related to and/or expanding upon the specific subject matter of the various passages of printed descriptive materials, having, in combination, an electronically recorded storage medium storing tracks of pluralities of such visual supplemental information, each so related specifically to the subject matter of a different corresponding passage of the printed descriptive material in the book, and provided with accessing coding specific to each such track of the medium; electronically readable code indicia printed or otherwise applied and displayed on the pages of the book alongside each of the various descriptive material passages, the indicia corresponding specifically to that coded track of the medium containing the recorded specific visual/audio supplemental material related to the corresponding specific printed descriptive material passage; an electronic wand for remotely selectively accessing the respective tracks of a medium player available to the book reader, and for controlling the visual/audio playing of the same for displaying/ reproducing to the reader said supplemental visual information recorded on the respective tracks; and an electronic reader of said coded indicia, adapted for the reader to actuate the electronic wand to play back respective coded tracks of the medium in the player in accordance with the book reader applying the electronic indicia reader to the respective

code indicia in the book, thereby to enable the book reader, contemporaneously with reading, to watch/listen to the played-back visual/audio supplemental material and while, if desired, continuing the facility for simultaneously re-reading the corresponding printed passage in the book during, before or after such playback.

10. The apparatus of claim 9 wherein the electronically readable code indicia are applied in the book to the unprinted margins or spaces of the book pages near the corresponding related printed passages.

11. The apparatus of claim 9 wherein means is provided for the book reader's application of the electronic code indicia reader to a selected book coded indicia, automatically also to actuate the wand in turn to actuate the player to select and play the respective recorded track on the medium corresponding to the book reader's selected book indicia.

12. The apparatus of claim 9 wherein the electronic reader is a portable hand-held miniaturized element in wired, remote or wireless communication with the wand, and the wand is in wired, remote or wireless communication with the player.

13. The apparatus of claim 9 wherein the electronic reader and wand are integrally packaged.

14. The apparatus of claim 9 wherein at least the electronic reader is provided with the book.

15. The apparatus of claim 9 wherein the coded indicia comprise barcode.

16. The apparatus of claim 12 wherein either the reader alone or the reader and wand are packaged in the form of a hand-held tool.

17. The apparatus of claim 16 wherein the hand-held package is of longitudinal shape storable with the book.

18. The apparatus of claim 17 wherein the hand-held package is connected by a cord to the book.

19. The apparatus of claim 17 wherein the tool is detachably connectable to the book.

20. Apparatus for supplementing the material of various passages on pages of descriptive written materials with corresponding visual and/or audio supplemental materials specifically and respectively related to and/or expanding upon the subject matter of said passages, that comprises, a recorded storage medium for playback on a player of such supplemental materials recorded in respective subject-matter coded tracks; coded indicia corresponding to said coded tracks of the supplemental recorded materials placed on the pages near the regions of the respective corresponding subject-matter written passages; and an electronic reader for reading the coded indicia at the selected passages, automatically to effect actuation of the playback of the player of the supplemental recorded material tracks corresponding to the respective selected written passages.